

## **Tourist Development Council Regular Meeting**

### **AGENDA**

**Monday, December 21, 2015, 1:30 p.m. St. Johns County Auditorium, 500 San Sebastian View**

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA **(Action Required)**
5. APPROVAL OF MINUTES **(Action Required)**  
Regular TDC Meeting - September 28, 2015
6. PUBLIC COMMENT **(Not Related to Agenda Items)**
7. ADMINISTRATION & SPECIAL USES – Glenn Hastings
  - A. **WORKSHOP** : The Tourist Development Council as a Destination Management Organization
    - 1) Mission Statement
    - 2) TDC annual calendar
    - 3) Long term: Strategic Plan
    - 4) Near term:
      - a) New Product Development
      - b) Marketing: Ad Agency Brand consistency & efficiency
      - c) Events: Enhancements as crowd control during peak periods
      - d) Events: Funding festivals during peak periods
  - B. INFORMATIONAL ITEMS Q & A
    - 1) Online Grant Management Process Update
    - 2) January TDC Meeting
    - 3) Executive Search Update
    - 4) Destination Marketing Category Report
    - 5) Arts, Culture & Heritage Category Report
    - 6) Monthly Financials
8. MEMBER COMMENTS
9. ADJOURN

*WISHING YOU HAPPY HOLIDAYS AND A PROSPEROUS NEW YEAR*

